

ABSTRACT OF THE DISCLOSURE

An automated typesetting system is disclosed for use in the production of commercially-printed products, such as engraved, embossed, or lithographed letterhead, envelopes, business cards, and the like. The automated typesetting system is a computerized system for accurately and efficiently typesetting copy and includes a graphic template containing text and object blocks and a database containing information to be populated into the template blocks as well as instructions on how to format each of the blocks. Information from the database is optionally electronically proofchecked, populated into the template fields, formatted and typeset according to design specifications, arranged in maximally-efficient production format, and sent to print. The system may be interactively coupled with an order tracking, billing, shipping, and inventory control system.

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